

Last Received: 11/26/2012 4:36 PM
Showing Buylines: All Lines

Station	WOOD-TV GRAND RAPIDS, MI.
Advertiser	() .UPTON FOR ALL OF US
Product	MI-6
Estimate#	3460
Buyer	NMRPP MediaAssistant
Phone#	
Fax#	

Agency () NATIONAL MEDIA RESEARCH
& PLACEMENT, 815 SLATER LANE
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 226/406/3460
Flight Dates 10/22/2012 - 11/06/2012
Hiatus Weeks

G Rep Firm
Sales Office () PHILADELPHIA
Salesperson () IAN AMBRON

Salesperson Phone# 215-567-6005
Salesperson FAX# 215-525-9757

--- CONTRACT COMMENT ---

$$SC = *$$

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	TU	7A-9A	TODAY SHW<	:60	\$1,300.00	10/23-10/23	0	0	0	\$0.00	
	Rating: 3.8											
	2	TH	7A-9A	TODAY SHW<	:60	\$1,300.00	10/25-10/25	1	1	1	\$1,300.00	
	Rating: 3.8											
	3	M	7A-9A	TODAY SHW<	:60	\$1,300.00	10/29-10/29	1	1	1	\$1,300.00	
	Rating: 3.8											
	4	W	7A-9A	TODAY SHW<	:60	\$1,300.00	10/31-10/31	1	1	1	\$1,300.00	
	Rating: 3.8											
	5	F	7A-9A	TODAY SHW<	:60	\$1,300.00	11/02-11/02	0	0	0	\$0.00	
	Rating: 3.8											
	6	M	7A-9A	TODAY SHW<	:60	\$1,300.00	11/05-11/05	0	0	0	\$0.00	
	Rating: 3.8											
	7	W	4P-5P	ELLEN	:60	\$800.00	10/24-10/24	1	1	1	\$800.00	
	Rating: 2.5											
	8	F	4P-5P	ELLEN	:60	\$800.00	10/26-10/26	1	1	1	\$800.00	
	Rating: 2.5											
	9	TU	4P-5P	ELLEN	:60	\$800.00	10/30-10/30	1	1	1	\$800.00	
	Rating: 2.5											
	10	W	4P-5P	ELLEN	:60	\$800.00	10/31-10/31	1	1	1	\$800.00	
	Rating: 2.5											

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---	---	-----	-----	-----	----	-----	-----	-----	----	-----	-----	-----
	22	M	7A-9A	TODAY SHW<	:60	\$1,300.00	11/05-11/05	0	0	0	\$0.00	
Rating: 3.8												
	23	M	630P-730P	NBC NIGHTLY NEWS	:60	\$1,350.00	10/29-10/29	1	1	1	\$1,350.00	
Rating: 6.4												

---REPORT TOTALS---

Report Totals: 17 / \$24,450.00

---SALES MONTHLY TOTALS---

Oct 12: 6 / \$6,750.00

Nov 12: 11 / \$17,700.00

Sales Totals: 17 / \$24,450.00

Station Totals: 17 / \$24,450.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$24,450	CATV	0%	WOOD	100%	WOTV	0%	WWMT	0%	WXMI	0%
		WXSP	0%	WZPX	0%	WZZM	0%				

---COMPETITIVE COMMENTS---

WILL ADD COMP

Books null

Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE